

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 11642 131449Z

ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 L-03 COME-00 TRSE-00 AGRE-00

ITC-01 STR-04 /026 W

-----036709 131507Z /53

R 131438Z JUL 77

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 7187

UNCLAS CAIRO 11642

E.O. 11652: N/A

TAGS: ETRD, EG

SUBJECT: US REGULATIONS GOVERNING LABELLING AND ADVERTISING OF WINE

REF: (A) STATE 150183, (B) CAIRO 10615

1. WE INFORMED YOUSEF SALAH AL-DIN ABADI, ACTING MINTRADE UNDERSECRETARY, OF PROPOSED AMENDMENTS TO EXISTING REGULATIONS GOVERNING LABELING AND ADVERTISING OF WINES SOLD IN US AND OF HEARINGS TO BE HELD IN WASHINGTON ON AUGUST 2-3, 1977. WE SUGGESTED ATTENDANCE BY EGYPTIAN EMBASSY IN WASHINGTON IF THERE IS INTEREST ON PART OF EGYPTIAN VINEYARDS AND DISTILLERIES COMPANY IN EXPORTING TO U.S.

2. FYI. EGYPTIAN VINEYARDS AND DISTILLERIES (EVD) COMPANY IS EGYPT'S SOLE PRODUCER OF OENOLOGICAL PRODUCTS AND DISTILLED SPIRITS. (BEER PRODUCTION IS HANDLED BY PYRAMIDS BREWERY, A PUBLIC SECTOR COMPANY). EVD PRODUCES 30 MILLION LITERS OF WINE PER YEAR, PLUS ANOTHER 30 MILLION LITERS OF DISTILLED SPIRITS. ABOUT 2/3 OF DISTILLED SPIRITS ARE CURRENTLY EXPORTED, ALL TO EASTERN EUROPE AND SOVIET UNION. TOTAL PRODUCTION IS INCREASING BY 15 PERCENT PER YEAR. EVD WAS NEVER NATIONALIZED DURING 1960S; FIRM ASTUTELY VOLUNTEERED TO SUPPLY GOVERNMENT WITH CERTAIN QUANTITY OF PRODUCTION AT CONTROLLED PRICE.
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PAGE 02 CAIRO 11642 131449Z

COMPANY IS PROBABLY CAPABLE OF ADJUSTING ITS CURRENT EXPORT PATTERN AND, INDEED, BECAUSE OF YEARS OF SALES TO EASTERN EUROPE, WOULD BE HAPPY TO FIND HARD CURRENCY MARKET IN U.S. END FYI
EILTS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Control Number: n/a
Copy: SINGLE
Sent Date: 13-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Format: TEL
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Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770764/aaaacczg.tel
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